

# Saving Costs and Scaling Smarter with SD-Branch



# The Cost and Complexity Crisis in Branch Networks

Today's enterprises face mounting pressures to expand rapidly across locations while grappling with spiralling IT costs and growing complexity. Traditional branch networks, built on fragmented hardware and vendor-heavy models, are ill-equipped for this new era—where hybrid work, cloud-first applications, and real-time collaboration have become the norm.

Conventional approaches require significant CapEx for hardware-heavy setups, on-site provisioning, and costly troubleshooting—driving up operational overheads and slowing down expansion. IT leaders face an uphill battle: achieving agility and scalability while controlling costs and meeting stringent security standards.

The stakes are high. Poor performance, security gaps, and operational inefficiencies can erode competitive advantage, while leaving businesses vulnerable to market shifts.

## The SD-Branch Opportunity: What It Is and Why It Matters

### What is SD-Branch?

SD-Branch consolidates SD-WAN, routing, LAN/Wi-Fi, and security into a single software-defined platform—managed centrally and deployed with zero-touch provisioning. It eliminates the sprawl of multiple appliances, reducing CapEx and OpEx while enhancing flexibility.

### Why Now?

The shift to cloud-based applications and a hybrid workforce has put a spotlight on branch agility. Traditional models can't keep up with the demands of secure, high-performance, and scalable connectivity across distributed locations.